

REO

ANNOUNCEMENT!

As it seems to be the fashion to make June, or mid-season, announcements, here is Reo's. We will continue to maintain Reo Standards in every regard and in every detail of the product and we will redouble our efforts to make more good Reos in hopes some day to catch up with the demand.

IT WAS THIS POLICY of adhering to the high standards set by Reo in the beginning that placed Reo in the splendid position it occupies today—so that policy will not now, or at any time, be departed from.

REO IS ONE OF THE TWO OR THREE makes of automobiles that enjoy practical immunity from competition—one that can shape its course without regard to anything any other maker may choose, or be forced, to do.

EXPEDIENCY NEVER HAS been a controlling factor in the Reo policy because the product has always been so good that, never since the first Reo left the factory has it been possible to make enough cars to supply all who wanted Reos.

REO POLICY FROM THE FIRST was based on the one idea of permanent satisfaction to the user. And only by building cars of quality regardless of all other considerations could that Reo objective have been attained.

TODAY, PRICES of many materials that go into motor cars are higher than ever before. Leather, steel and all products into which copper enters are higher than when the present prices of the two Reo Models were established.

LOOK UP THE QUOTATIONS and you will learn that that is so.

NOW IT HAS BEEN OUR PLAN to increase the price of Reo cars whenever we felt that, by so doing we could make them better. Reo preference never was based on price but on the quality of the Reo product.

DISCRIMINATING BUYERS have always been glad to pay Reo prices for Reo standards of excellence and the backing of the Reo guarantee—financially second strongest in the world and in integrity—good intent—second to none.

SO AT THIS JUNCTURE the logical thing to do would be to increase the price of both Reo models to make up for the additional cost of manufacture—for materials average higher and cost of labor—as we make Reo cars—is not less than when the present prices were established.

THAT WOULD BE THE LOGICAL MOVE at this time did we believe that the high prices of good materials would obtain for long. But we don't. We believe it is the result of an extraordinary condition and so is only transitory.

OF COURSE THERE WOULD BE another way; namely, to cut the size of the car—wheel base, width and length and depth of seats—and to skimp the quality in countless ways that it could be skimmed. Ways, too, that the average buyer could not see and would not discover for a few months.

BUT THAT IS UNTHINKABLE—such an expedient never has and never could occur to the men who make Reos—the men who set the Reo standard.

NOR WOULD REO BUYERS—that select clients—that has always shown such a preference for Reo cars—accept such a product at any price.

THEY ARE ACCUSTOMED to wearing real leather shoes—and they will not consent to wearing paper or cloth shoes now just because the price of leather has advanced.

NOR WOULD THESE ACCEPT a car so skimmed in size you could get five full grown adults in only by using a shoe horn! Nor one with a "safety factor" just sufficient to "get by."

THEY HAVE BOUGHT REOS BECAUSE they knew the Reo standard of "50 per cent oversize in all vital parts" could always be depended upon even though the maker had to pay more for steel and other metals.

REO POLICY HAS PAID—it has justified itself in every way that gratifies the hearts of men who like to make honest goods. And it has paid handsomely those who were so wise as to select Reos, for they have found that in all the world there is no other automobile of so low upkeep cost—such wonderful consistency of performance and so few repairs.

TODAY THERE ARE 60,000 Reo the Fifts in use. Think of that number of delighted owners singing the praises of Reo every day. For you never yet met a Reo owner who wasn't a Reo booster. Never one that wasn't more than satisfied—never one that was quite willing to admit that any other make of car could be as good as his Reo.

OF COURSE IF YOU ACCEPT mere "specifications" as value there are several claimants.

BUT IF YOU MEASURE values as they are and compare every detail of design and of construction—the work, as well as the material: if you appraise experience as an asset and the Reo guarantee a bigger one:

AND IF YOU ADD the good intent that you know goes into Reo cars—then Reo The Fifth has no rival, no competitor—no peer. And today there are few who even try to dispute the ground. That field has, by common consent, been yielded to Reo—and Reo quality was the reason.

AND THE NEW REO SIX, "the Six of Sixty Superiorities" is today the most popular Six in America if demand is any criterion.

SO WE'LL CONTINUE to maintain Reo standards in every detail. We'll continue to make Reos just as big and just as good and at the present prices even though prices of some commodities that are vital to the permanent stability of the car have advanced.

THAT IS OUR "ANNOUNCEMENT" and that is our attitude toward the tens of thousands of friends who have bought Reos on the basis of Reo quality and Reo standards of making cars—and of doing business.

WE HAVE TO APOLOGIZE for only one thing in the Reo policy—our inability to make enough to supply you all. And that is because our policy has been never to run after the fleeting phantom of quantities—never to seek the kind of prestige that mere numbers gives—but to make only as many Reos as we could make and make every Reo good.

FOR WE FEEL that every Reo car carries with it the Reo reputation—and so in each car must be incorporated all there is of Reo engineering skill, Reo experience and Reo integrity.

SO IF YOU ARE LUCKY ENOUGH—which means if you hurry and get your order in at once—to get a Reo this season, you'll get that kind of an automobile and at a price that cannot be equalled for the quality—because there is only one concern that makes cars of Reo quality and at Reo prices.



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